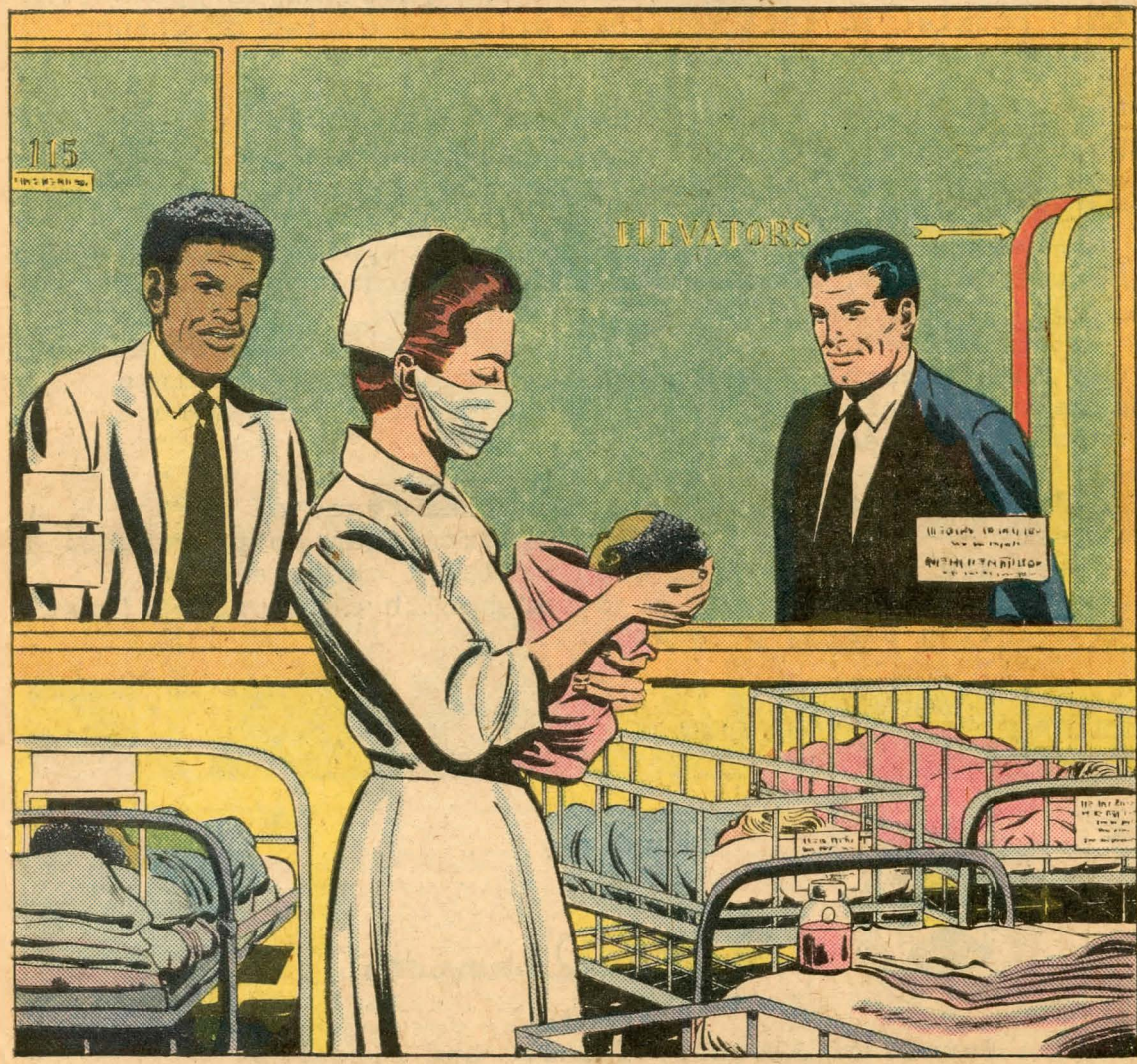


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REX MORGAN, M.D. TALKS...



...ABOUT YOUR UNBORN CHILD!

MISSISSAUGA
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Department of the Treasury
Bureau of Alcohol, Tobacco and Firearms

Dear Reader:

The Bureau of Alcohol, Tobacco and Firearms is sponsoring this booklet to tell you that drinking during pregnancy can threaten the health of unborn children.

The unborn child gets its nourishment from the mother. What she eats or drinks, the infant shares - - including alcoholic beverages. Research has shown that women who drink heavily during pregnancy risk giving birth to infants who suffer from a variety of physical and/or mental defects, a condition known generally as "Fetal Alcohol Syndrome."

How much alcohol does it take to trigger defects in a developing infant? No one knows for sure, and more research is needed.

We do know that - - unlike some other types of birth defects - - the Fetal Alcohol Syndrome can be prevented. If you are pregnant, get good prenatal care, and get advice from your doctor or other health care professional on drinking during pregnancy.

THINK FIRST OF YOUR UNBORN CHILD!



Sincerely,

Q. R. Peterson

Director

Bureau of Alcohol, Tobacco and Firearms

AT CITY HOSPITAL, DR. REX MORGAN STOPS BY THE NURSERY WITH A RESIDENT PHYSICIAN TO SEE A **NEWBORN, JUST HOURS OLD...**



TAKE HER TO THE EMERGENCY ROOM AT CITY HOSPITAL! I'LL HAVE DR. MORGAN MEET YOU THERE!



EXCUSE ME, DR. MORGAN! YOUR OFFICE CALLED! A KEN LAMSON IS BRINGING HIS WIFE INTO EMERGENCY... A BADLY LACERATED HAND!

THANK YOU!



I'LL FINISH ROUNDS HERE, DR. BALLARD! WOULD YOU MIND GOING DOWN TO EMERGENCY AND TAKING A LOOK AT MRS. LAMSON WHEN SHE ARRIVES?

WILL DO... AND I'LL CALL YOU AFTER I'VE CHECKED HER!



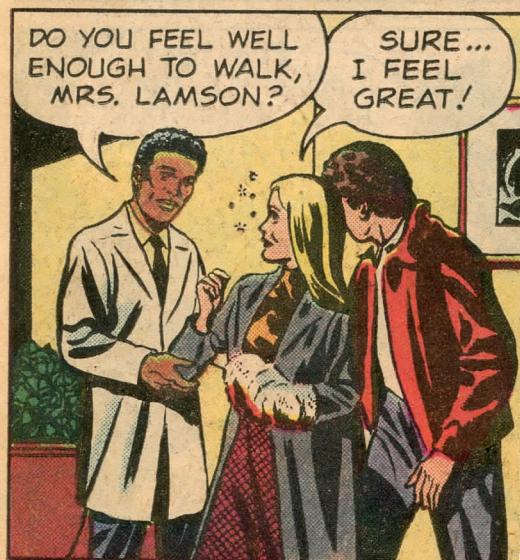
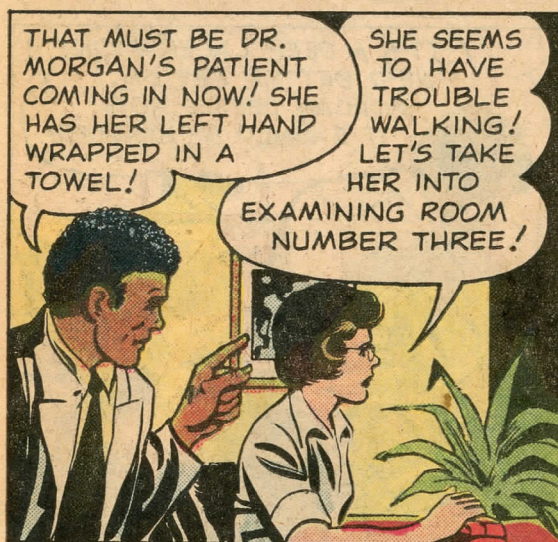
WE'RE ALMOST AT THE HOSPITAL, LINDA! **DON'T UNWRAP THAT TOWEL FROM YOUR HAND!**

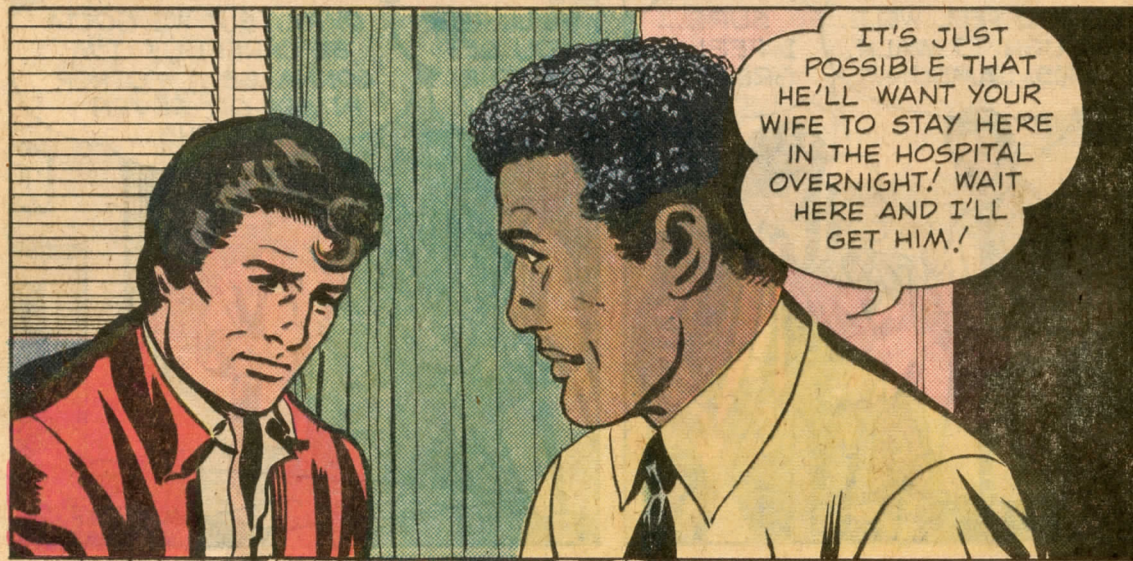
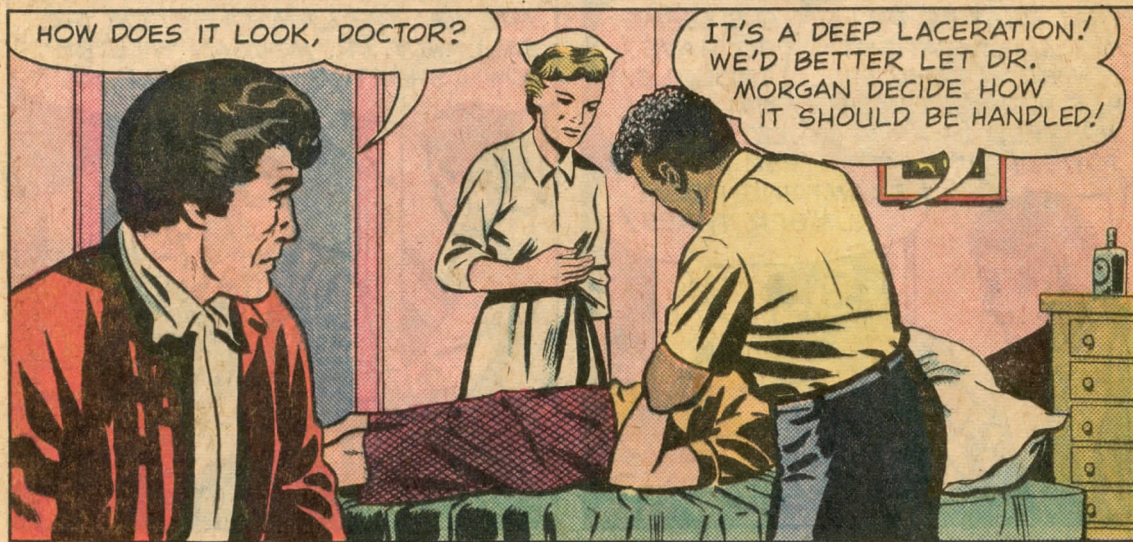
STOP YELLIN' AT ME, KENNY!

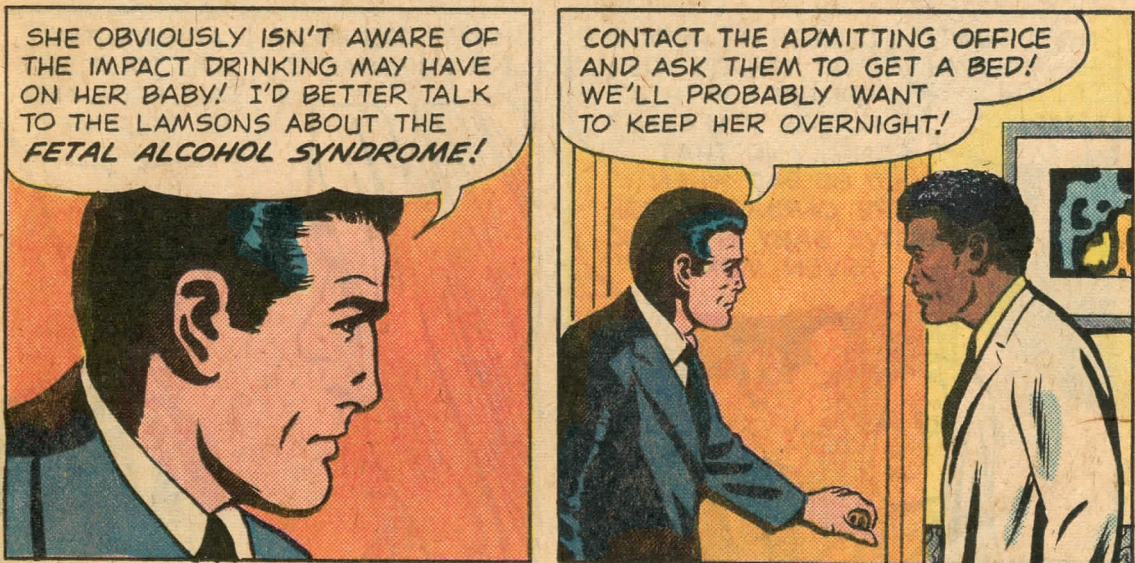


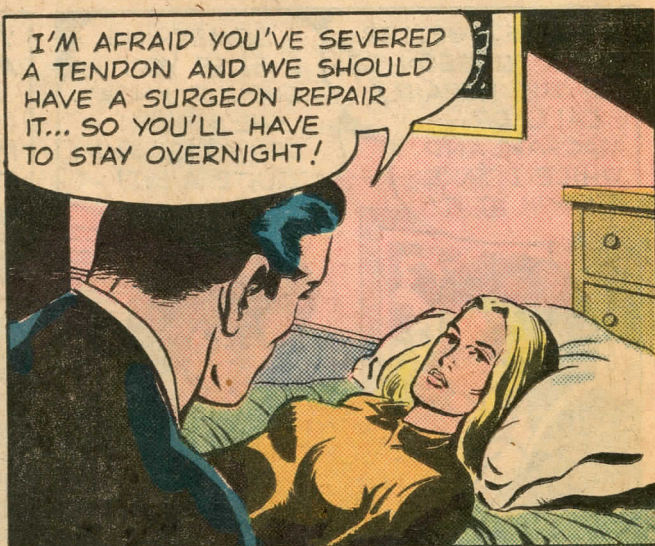
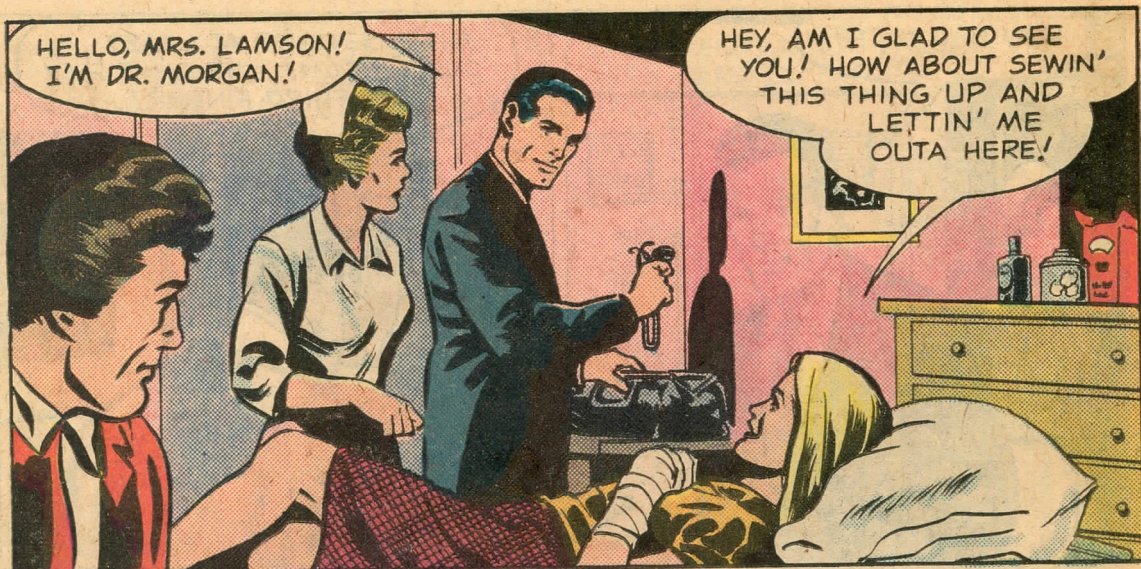
I CAN'T HELP IT... SEEING YOU LIKE THIS! YOU WOULDN'T HAVE CUT YOUR HAND IF YOU AND YOUR GIRLFRIENDS HADN'T BEEN DRINKING!

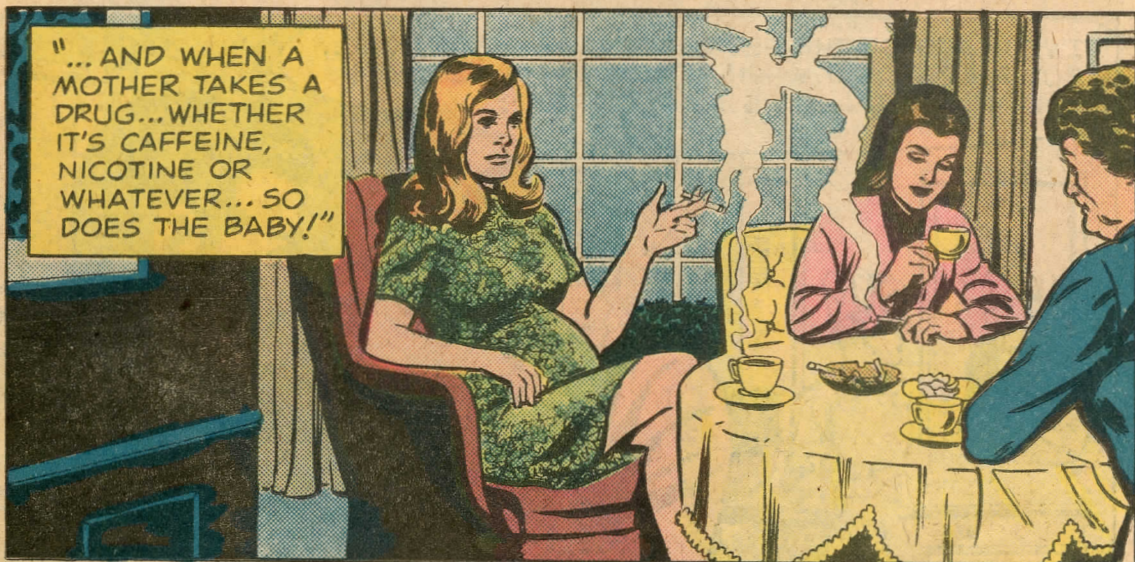
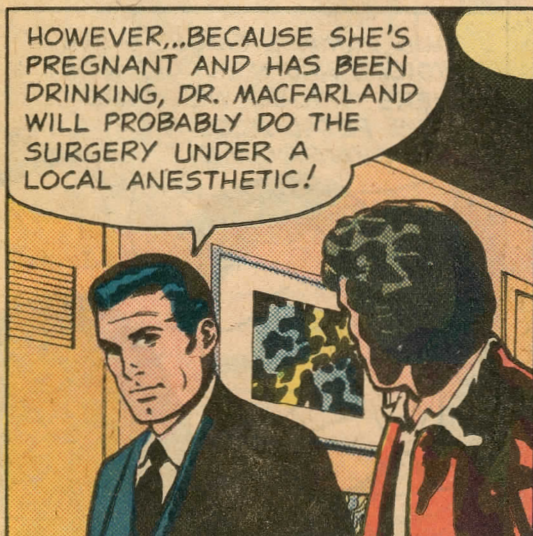
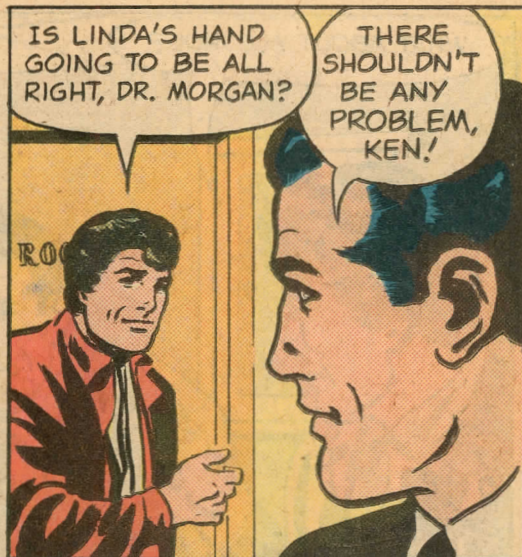
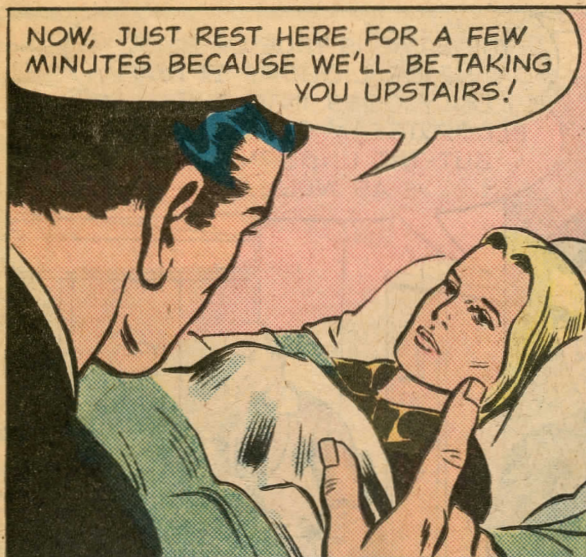


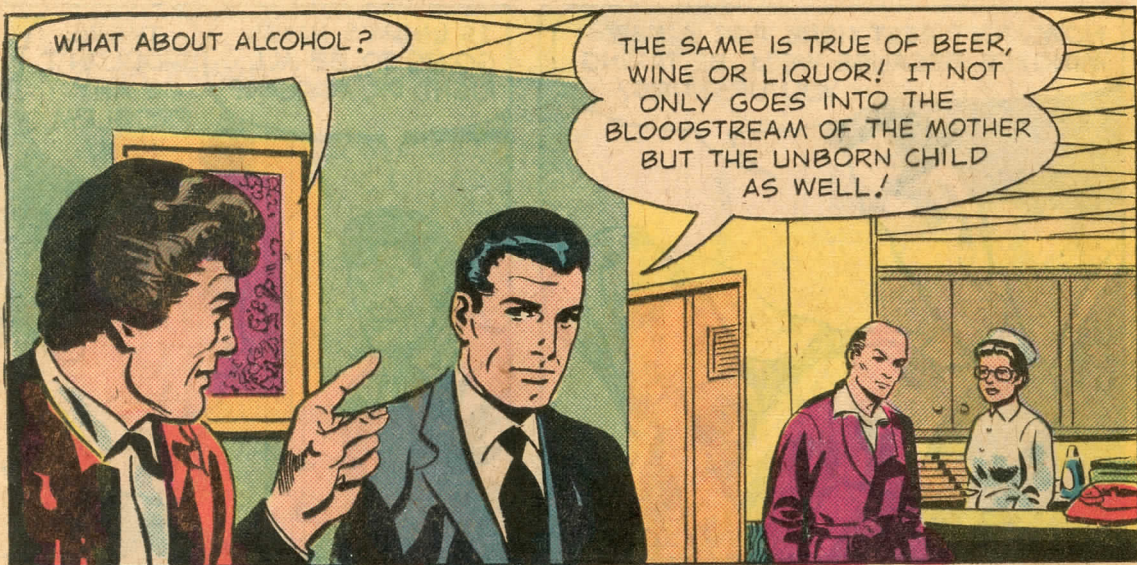












ACTUALLY, KEN... NO
ONE KNOWS WHAT THE
SAFE LEVEL OF
DRINKING IS!



YOU SCARE ME
WITH THAT KIND
OF TALK, DR.
MORGAN!

AND THAT IS ONE
THING I DON'T
WANT TO DO! BUT
I DO THINK THAT
YOU AND YOUR WIFE
SHOULD BE GIVEN
THE FACTS!



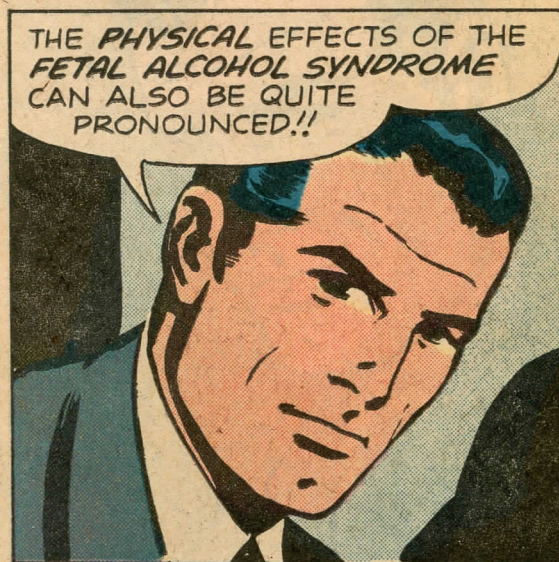
OF THE BIRTH DEFECTS WHICH
INCLUDE MENTAL RETARDATION,
FETAL ALCOHOL SYNDROME IS
THE **THIRD MOST COMMON...**
AND IT'S THE ONLY ONE WE
KNOW CAN BE PREVENTED!



WE DIDN'T REALIZE THAT, DR.
MORGAN! LINDA NEVER WOULD
HAVE DRUNK
WHAT SHE DID
TODAY... IF SHE
HAD KNOWN!

I UNDERSTAND,
KEN! NO
ONE WOULD!





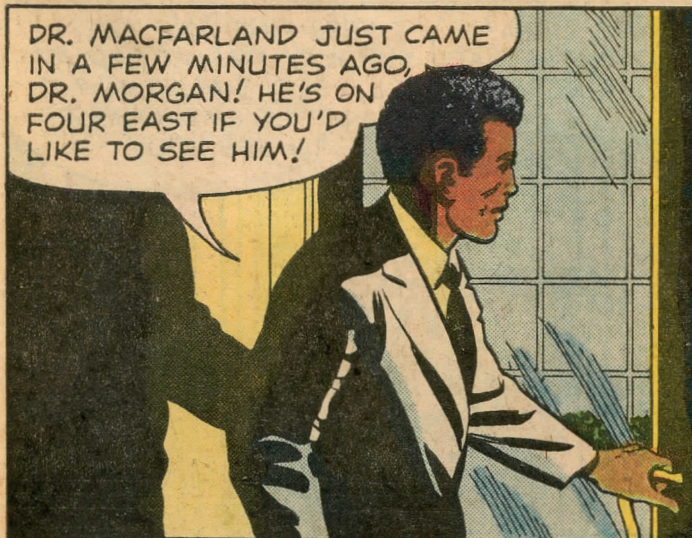
AT BIRTH, BABIES WITH **FETAL ALCOHOL SYNDROME** ARE SMALLER AND OFTEN REQUIRE SPECIAL CARE!



FACIAL FEATURES ARE NOT NORMAL...AND THESE INFANTS OFTEN LOOK **MORE LIKE EACH OTHER THAN THEY DO THEIR OWN FAMILIES!** HEART, BONE AND GENITAL DEFECTS ARE COMMON!



DR. MACFARLAND JUST CAME IN A FEW MINUTES AGO, DR. MORGAN! HE'S ON FOUR EAST IF YOU'D LIKE TO SEE HIM!



I'D BETTER DO THAT!



BY THE WAY, DR. BALLARD... KEN AND I HAVE BEEN TALKING ABOUT HIS WIFE'S PREGNANCY! AS A NEW FATHER YOURSELF, I'M SURE YOU CAN GIVE HIM SOME WORTHWHILE ADVICE!



BE GLAD TO!
I'M NOW AN
AUTHORITY!



I'D LIKE TO ASK YOU AN IMPORTANT QUESTION, MR. LAMSON! HAS YOUR WIFE BEEN SEEN BY A DOCTOR OR GONE TO A MATERNITY CLINIC SINCE DISCOVERING SHE IS PREGNANT?

NOT YET! WE FIGURED THERE WAS PLENTY OF TIME...



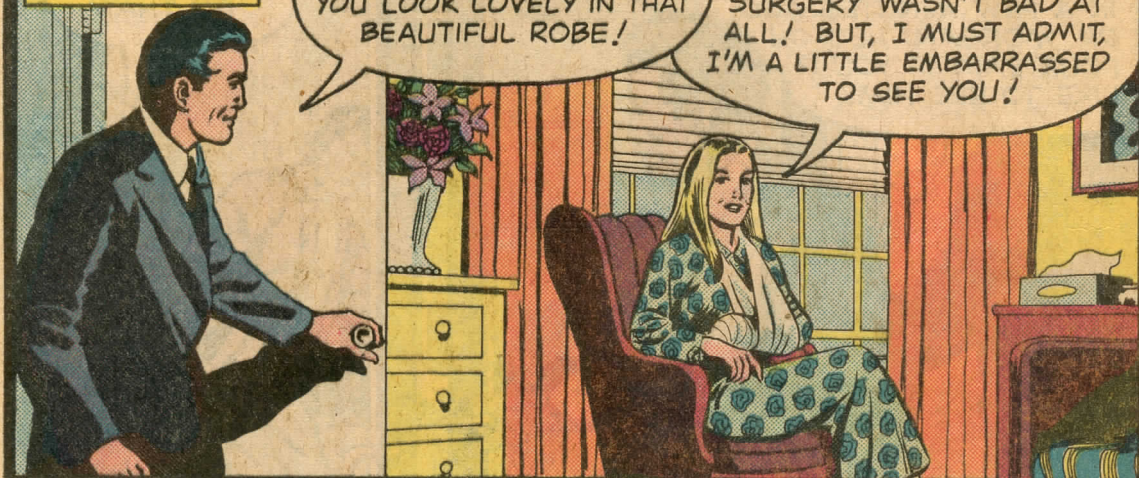
DON'T WAIT! THE DOCTOR CAN GIVE A LOT OF GOOD ADVICE TO YOU AND YOUR WIFE ON HOW TO DEAL WITH THE PREGNANCY! YOU OWE IT TO YOURSELVES... AND THE CHILD!



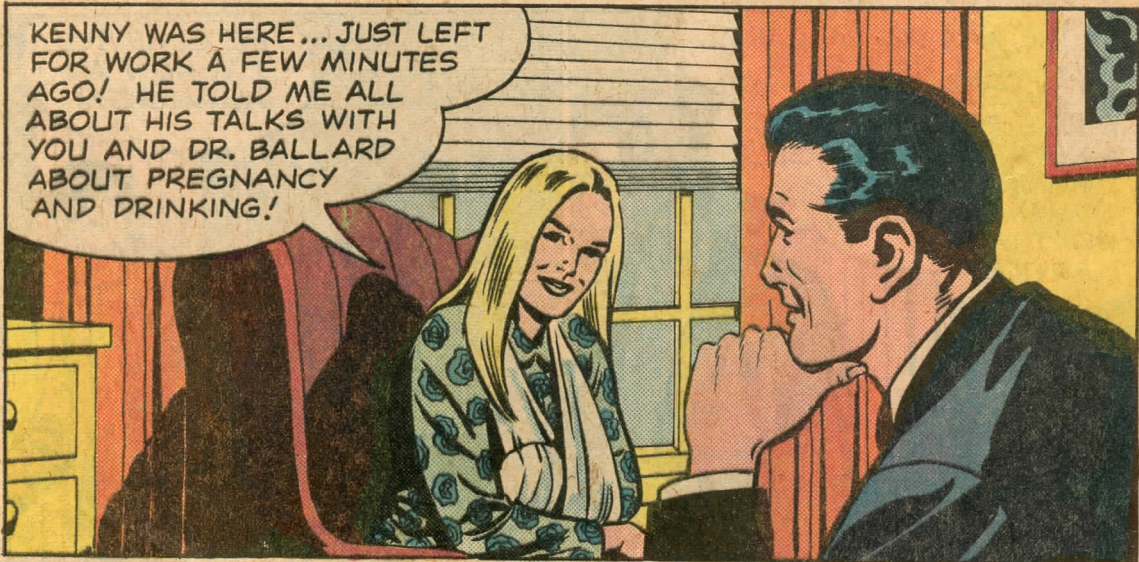
THE NEXT DAY...

GOOD MORNING, LINDA! YOU LOOK LOVELY IN THAT BEAUTIFUL ROBE!

I FEEL FINE AND THE SURGERY WASN'T BAD AT ALL! BUT, I MUST ADMIT, I'M A LITTLE EMBARRASSED TO SEE YOU!



KENNY WAS HERE... JUST LEFT FOR WORK A FEW MINUTES AGO! HE TOLD ME ALL ABOUT HIS TALKS WITH YOU AND DR. BALLARD ABOUT PREGNANCY AND DRINKING!



UNTIL KENNY TOLD ME DIFFERENTLY, I THOUGHT THAT ONLY WOMEN WHO DRINK HEAVILY RUN THE RISK OF HAVING BABIES WITH BIRTH DEFECTS!



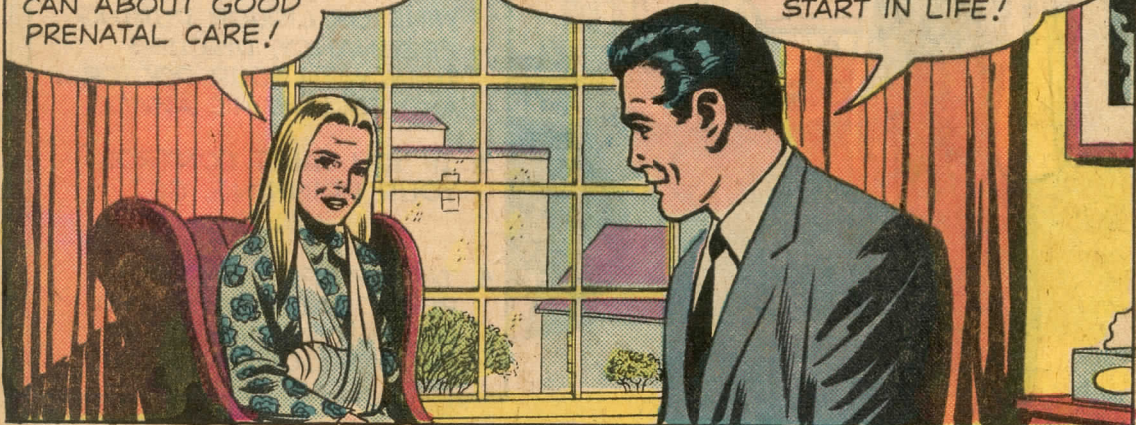
AS I TOLD KENNY YESTERDAY, WE DON'T KNOW WHAT THE SAFE LEVEL OF DRINKING IS!

WELL, I'VE MADE A DECISION!



I'VE ALREADY CALLED FOR A DOCTOR'S APPOINTMENT... TO LEARN ALL THAT I CAN ABOUT GOOD PRENATAL CARE!

THAT'S A WISE DECISION, LINDA... BECAUSE I KNOW THAT YOU AND KEN WANT TO GIVE YOUR BABY THE BEST POSSIBLE START IN LIFE!



DR. MORGAN, I WISH EVERY WOMAN COULD LEARN WHAT I LEARNED TODAY!

NOT ONLY WOMEN, BUT HUSBANDS AND FAMILY AS WELL ... IN FACT, EVERYONE WHO HAS A STAKE IN THE PHYSICAL AND MENTAL HEALTH OF THAT NEW ARRIVAL!



A WOMAN SHOULD REMEMBER ONE THING! **THE WOMB THAT YOUR BABY GROWS IN FOR NINE MONTHS BEFORE BIRTH CAN BE MORE IMPORTANT THAN ANY OTHER HOME YOUR CHILD WILL LIVE IN DURING ITS LIFETIME!**



FETAL ALCOHOL SYNDROME IS THE MOST SEVERE FORM OF ALCOHOL DAMAGE TO THE FETUS... AND IT IS THE THIRD MOST COMMON BIRTH DEFECT WITH MENTAL RETARDATION! HERE'S SOME PRACTICAL ADVICE ON HOW TO GIVE YOUR BABY THE BEST CHANCE FOR A HEALTHY START IN LIFE!



1. SEE YOUR FAMILY DOCTOR OR GO TO A MATERNITY CLINIC WHEN YOU LEARN THAT YOU ARE PREGNANT. EARLY PRENATAL CARE PAYS OFF IN HEALTHIER BABIES.
2. THINK BEFORE YOU DRINK! IF YOU HAVE ANY QUESTIONS ABOUT DRINKING BEER, WINE OR LIQUOR DURING PREGNANCY, DISCUSS THEM WITH YOUR DOCTOR... AND FOLLOW HIS ADVICE.
3. IF YOU CAN'T CONTROL YOUR DRINKING, GET HELP.
4. TAKE PRIDE IN YOUR PERSONAL HEALTH TO BETTER INSURE YOUR BABY'S GOOD HEALTH.

FOR ADDITIONAL COPIES AND MORE INFORMATION,
WRITE:

NATIONAL CLEARINGHOUSE FOR ALCOHOL INFORMATION (NCALI)
DEPT. ATF -FAS, P.O. 2345
ROCKVILLE, MARYLAND 20852

OR PHONE YOUR BUREAU OF ALCOHOL, TOBACCO AND FIREARMS (BATF) REGIONAL OFFICE, TOLL FREE:

CENTRAL REGION: OHIO - 800-582-1880

INDIANA, KENTUCKY, MICHIGAN, AND WEST VIRGINIA - 800-543-1932

MID-ATLANTIC REGION: PENNSYLVANIA - 800-462-0434

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